People transformation
toward digital life culture

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Chief Human Resources Officer (CHRO)
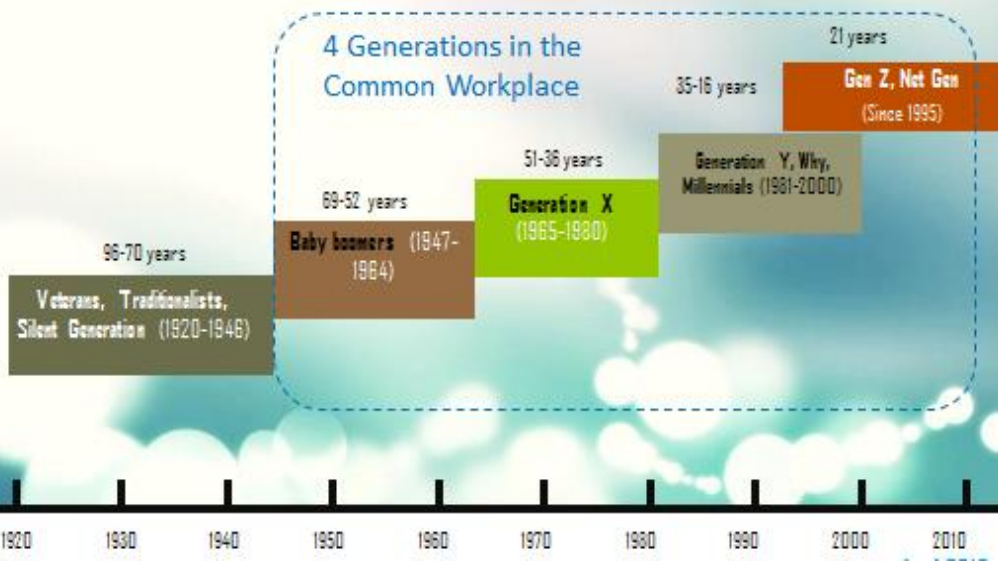
Employee by Generation

Generation	Male	Female	Total	%
BB	150	94	244	*1.97%*
X	1,680	1,781	3,461	*27.92%*
Y	3,224	5,467	8,691	*70.11%*
Total	5,054	7,342	12,396	

Remark : BB <= 1964; X = 1965 - 1979; Y = 1980 and after

As of October 2016

The New Generations

4 Generations in the Common Workplace

21 years — Gen Z, Net Gen (Since 1995)

35-16 years — Generation Y, Why, Millennials (1981-2000)

51-36 years — Generation X (1965-1980)

69-52 years — Baby boomers (1947-1964)

96-70 years — Veterans, Traditionalists, Silent Generation (1920-1946)

1920 1930 1940 1950 1960 1970 1980 1990 2000 2010

GEN C

- Connection, Community, Creation and Curation
- The Connected Consumer
- Beyond Online Consumer
- Digital Lifestyle
- Technology & Infrastructure NOT AGE
- 65% under 35 but Regardless of how old are they but way of life.
- Inspiration is key.
- Unique
- Motivated by honesty and Integrity.
- Empowered by Technology, living in the moment and always on.
- Proud to give back more than take on.
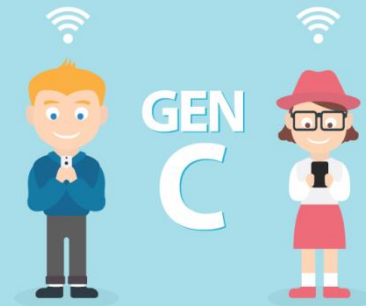
YOUR TARGET ISN'T WHO YOU THINK

MILLENNIALS ARE NOT YOUR PRIMARY TARGET IT'S GEN C

65% ARE **UNDER 35 YEARS OLD**

They span the **generations**, empowered by technology to search out authentic content that they consume across **all platforms and all screens**, whenever and wherever they want.

ATTITUDE & VALUES

It isn't about age, it is about **attitude**, and **a way of life**. The more you **understand** the attitude and values they have, the better you'll be able to do with **engaging** them.

THIS IS GEN C AND HOW THEY BEHAVE

THEY ARE CREATIVE

THEY WANT TO BE CONNECTED

THEY WILL CURATE INFORMATION FROM VARIOUS SOURCES

THEY EMBRACE CENTERLESS INTERNET

91% SLEEP NEXT TO A **SMARTPHONE**

MOBILE IS THEIR **1ST SCREEN**

THEY ARE PART OF A **COMMUNITY REAL & VIRTUAL**

88% HAVE A **SOCIAL PROFILE**

HOW YOU SHOULD THINK DIFFERENTLY

DEFINE EXPERIENCES FOR **DIGITAL & MOBILE FIRST**

74% increase Y-on-Y of Gen C's watching YouTube on smartphone

CREATE A **PERSONALIZED EXPERIENCE** STARTING WITH THEM

39% aren't opposed to ads when they are relevant

FOSTER **"SOCIAL OXYGEN"**

85% of Gen C relies on peer approvals for buying decisions

ENCOURAGE COLLABORATION & SHARING

65% of Gen C update their social profile daily

EXPERIENCE-DRIVEN WITH INTENT & PURPOSE WILL YIELD TO PURCHASE

COMMUNICATE YOUR BRAND PROMISE **& DELIVER** AGAINST IT

Source: Generation C Google YouTube study

DJSI

AIS

Dow Jones Sustainability Indexes

1) Human Capital Development
2) Health & Safety
3) Talent Attraction & Retention

How to change the world?

- Since the world **change everyday** – We must move faster.

100 Years Life

- People will work into their 70s or even 80s
- New jobs and skills
- Getting the finances right will not be everything
- Life will become multi-staged
- Transition will become the norm
- New stages will emerge
- Re-creation will be more important than recreation

- Lockstep will end
- Options will become more valuable
- Younger for longer
- Home and work relationships will transform
- Generation Complexity
- Much experimentation
- The coming HR Battle
- The challenge for Governments

5 Buckets

⭐ **PLATINUM**   *Ready to be Promoted to Top Mgt Level within 1-3 Years*

💎 **DIAMOND**   *Ready to be Promoted to Executive and above within 3-5 Years*

🟨 **GOLD**   *Ready to be Promoted to Management within 1-3 Years*

🟩 **EMARALD**   *Ready to be promoted to any leadership position within 1-3 Years*

🌸 **BLOOMING**   *New Graduation (Campus Recruit)*

Career Move

A *set of integrated tools that help identify, calibrate, and develop talent. It focuses on results needed and the ways in which employees can better achieve those results.*

Career Move Benefits

For employees:

- Responds to the **demand** for enriching, fulfilling careers
- Clarifies expectation setting in roles and in careers at AIS
- Creates understanding of career paths and opportunities across organization boundaries
- Aligns to the changing Employee Value Proposition

For employees:

- *Does anyone know I am here?*
- *Is the company investing in me?*
- *How do I manage my career?*
- *What's expected of me?*

AIS ACADEMY : EDUCATIONAL HOME

VISION To be recognized as Center of Learning & Development with optimization (Centralize & Decentralize – Push & Pull Strategy) of Knowledge & Experience sourcing from both internal & external on delivery L&D programs and Tools to AIS and Intouch Group , related AIS's BP / Sub-Contractor Human Resources of different segments in collaboration with AIS's HRBP

MISSION
- To Develop effective L&D Contents , Process & Tools for managing changes in organization
- Develop Digital Learning Environment
- Shorten learning curve of Newly Onboarding and Upgrade Capabilities of & Current workforce through out the stage of career growth.

LEARNING & DEVELOPMENT ARCHITECTURE

Competency & Career Model
- Design & establish competency & career model to fit with business strategic direction and support the changing of workforce architecture
- Establish career model to upgrade capabilities of current workforce in order to support business strategy

Digital Learning R&D
- Research & Development New Digital Learning
- Design & Develop Prototype of New Digital Learning
- Share New Digital Learning

Content Structure & Learning Intervention Design
- Establish Center of Course Structure Management
- Establish Center of Instructor Management
- Standardize Content Management
- Employs 70:20:10 as a key principle to design the development program
- Design employees' self-paced learning and development
- Design work-related development with awareness that the employees are full-time employed
- Encourage & strengthen shared accountabilities between superiors and employees in employees' development

Knowledge Management
- Manage KM Content (Critical Knowledge, Category, Planning & Measurement), KM Process & KM System & Tools
- Enhance KM to Serve Learning & Development
- Build KM Culture & Environment

Digital & Media Center
- Design & Develop Digital and Media (Content & Tools) to Serve Learning & Development
- Manage Digital Learning Application & System
- Manage Digital Facility to Serve Learning & Development

LEARNING & DEVELOPMENT STRATEGY & PLANNING

Trainer Career Design
- Establish Understanding of AIS Trainer Career Model
- Formulate AIS Trainer Career Model
- Coordinate to Align AIS Trainer Career Model with HR System
- Design Learning Development Roadmap that Serve AIS Trainer Career Model

Functional Development
- Deliver Career Development Program focus on Career & Competency Model to serve for each Career Functions in AIS Group

Corporate Development
- Deliver Corporate Course focus on Compliance, Regulations and Corporate focus for company in AIS Group

Learning Service Support
- Coordinate with Learning & Development Center for preparing all facilities to serve for training class and do updated for Training Schedule of Learning & Development Center. Do Tax Reimbursement by course and summary by monthly.

Assessment Center

Language Center

LEARNING & DEVELOPMENT CENTER

Successor & Talent Development
- Deliver Learning Development Program focus on Competency Gap to serve for Successor & Talent in AIS Group and Monitoring for executive training aboard, special program and executive coaching

Leadership Development
- Deliver Leadership Development Program focus on Leadership Competency for Management & Executive Level in AIS , INTOUCH Group and AIS Partner

Onboarding Development
- Deliver Onboarding Program to serve for New Comers in AIS Group and for Newly Promoted of Executive in AIS and INTOUCH Group

Learning Information Management
- Manage Learning Information Process (Data Accuracy, Data Classification, Data Relevancy)
- Design & Develop Learning Information Database System

LEARNING & DEVELOPMENT INFRASTRUCTURE

![AIS logo]

![4G ADVANCED logo]

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The statements are based on our management's assumptions and beliefs in light of the information currently available to us. These assumptions involve risks and uncertainties which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Please note that the company and executives/staff do not control and cannot guarantee the relevance, timeliness, or accuracy of these statements.